

NAB Form PB-17 Issues

**AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station: WFLA-TV	Date: 10/26/12
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I, LORIE SMITH

do hereby request station time concerning the following issue:

<u>Amendment 1</u>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Vote Smart! No to State Controlled Schools

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes☐ No

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Vote Smart! No to State Controlled Schools

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Vote Smart! No to State Controlled Schools

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/26/12
Date

John Smith
Signature

404-680-0796
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title

Vote Smart!, No to State-Controlled
Schools

Tom Upchurch, Chair
David Crews, Treasurer

Lorie Smith - consultant
Jane Langley consultant

P.O. Box 766
Lawrenceville, GA 30046

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AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Schedule attached.					

Total Charges:**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

New Strategic Marketing
P. O. Box 248
McDonough, GA 30253
BROADCAST ORDER

Date: 11/2/2012
Client: **Vote Smart Georgia**
Market: ATLANTA
Product: Political Issue
Campaign: Nov. 2012
Order #: VSG-1112

Buyer: Mary Torrence
Phone/Fax: 404-513-1645/770-804-2014
Email: m.torrence@live.com

Vendor: WGCL-TV
Rep: Kenny Stapleton / John Hollins
Cell: 404-327-3115
Email: kenny.stapleton@cbsatlanta.com

					wk 1: 11/4 - 11/5/12 (Sun & Mon)			
					#	Total	Station Totals	
Daypart	Program	Rate	Spots	Cost	Spots	Cost	Spots	Gross Cost
Mo 6-7a	Better Mornings Atlanta 5am	:30 \$ 125	2	\$ 250				
Mo 7-9a	CBS This Morning	:30 \$ 50	2	\$ 100				
Sun 9-10:30a	CBS Sunday Morning News	:30 \$ 400	2	\$ 800				
Mo 4-5p	CBS Atlanta News 4p	:30 \$ 250	1	\$ 250				
Mo 5-6p	CBS Atlanta News 5p	:30 \$ 250	2	\$ 500				
Mo 6-7p	CBS Atlanta News 6p	:30 \$ 250	1	\$ 250				
Sun & Mon 11-11:35p	CBS Atlanta News 11p	:30 \$ 500	1	\$ 500				
Gross Station Total:					11	\$ 2,650.00	11	\$ 2,650.00

Name: _____ Date: _____